GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3349
ANSWERED ON:30.11.2010
ISSUING OF ADVERTISEMENTS BY DAVP
Ananth Kumar Shri ;Mishra Shri Mahabal

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total number of advertisements released and the total expenditure incurred by the Directorate of Advertising and Visual Publicity (DAVP) during each of the last three years and the current year;

(b) the total expenditure incurred on tender process and other notifications on the said advertisements during the said period; and

(c) the details of criteria guidelines prescribed and rate fixed by the Government/ DAVP for advertisements in various newspapers and magazines?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI C.M.JATUA.)

(a) : The total number of advertisements and total expenditure incurred on them by the DAVP is as under:

Year	Total number of Advertisements	Total Commitment (in Rs.)
2007-08	15,979	207,07,07,102
2008-09	13,077	321,23,37,108
2009-10	13,829	332,64,81,710
2010-11 (till 23.11.2010)	10,033	236,63,91,055

(b) : No expenditure has been incurred in connection with the tender process and other notifications on these advertisements.

(c) : The details of criteria/guidelines for release of the DAVP advertisements in various newspapers and magazines are prescribed in Advertisement Policy of the Government which is available in DAVP's website www.davp.nic.in. The Clause-26 of the said Policy provides for the following guidelines :

DAVP will make efforts to release more advertisements to periodicals especially social messages and advertisements which are not date specific. Efforts will also be made to release more advertisements to newspapers with special emphasis on North East, J&K and other remote areas. While releasing display advertisements, DAVP will ensure that a balance is maintained between various categories of newspapers taking into account circulation, language, coverage area etc. For this purpose, the distribution of advertisements, Rupee terms, will be as under:

Category	Ceiling (in rupee terms)
Small	15% (minimum)
Medium	35% (minimum)

Big	50% (maximum)
English	30% (approx.)
Hindi	35% (approx.)
Regional and other languages	35% (approx.)

The above norms are indicative and should be adhered to in the overall media strategy of the Ministries/ Departments to ensure maximum coverage at optimum cost. However, in specific cases where a Ministry/Department wishes to make a deviation from these norms, full and detailed justification should be given while placing the order.

DAVP shall bring all such deviations to the notice of the Ministry of Information & Broadcasting for information and necessary action.

The current rates for DAVP advertisements are at Annexure.